



City of Reno
Purchasing Division
P.O. Box 1900
Reno, NV 89505

Addendum # 1 Request for Proposals #030097 – Economic Impact Study Posting on May 31, 2013

All potential participants: Please note that for your qualifications to be considered, you must sign and attach this addendum to your response. Failure to do so may be cause for disqualification of your response.

Question # 1: *"The cover sheet indicates an address for a courier delivery (1 East First Street) but on page 6 of the RFP, the requirement seems to be mailing to a P.O. Box (P.O. Box 1900, Reno, NV). Will you accept a Fed Ex or other courier deliver to your street address as long as it arrives by 3:00 p.m PDT on June 6th?"*

Answer # 1: Either method of delivery is acceptable as long as the RFP arrives at the City of Reno's Clerk's Office by 3:00 p.m. local time on June 6, 2013.

Question #2: *"Because each economic impact study is unique, an off-the-shelf "tool" may provide misleading results. Should we include in our RFP response our reasoning for not including a "Tool" or possibly leave the price for that blank pending additional discussion? Should a response be submitted at all if there will not be a "Tool" component?"*

Answer #2: It is up to the responder to determine whether or not they want to submit a response. Any response should provide reasoning as to their determination to include or not to include the "Tool". This would be addressed in the exceptions section.

Question #3: *"For the specific impact study requested "Santa Claus under the Reno Arch," will the City of Reno be able to facilitate access to participants to get a profile of spending via an online survey?"*

Answer #3: Yes, the City of Reno will be able to facilitate access to participants to determine spending habits through an online survey.

Question #4: *“Will the City of Reno be able to identify the number of local vs. non-local visitors?”*

Answer #4: The City and the selected responder would work closely with the Reno Sparks Convention and Visitors Authority and downtown businesses to assist in collecting data from hotels, casinos and businesses about guests’ area codes.

Question #5: *“If access to participants is not available, is the City of Reno comfortable using average spending figures to obtain a generalized impact?”*

Answer #5: Yes, if access is limited the City feels comfortable using average spending figures.

Question #6: *“Do both of the RFP ‘parameters’ (“Tool” and Pub Crawls) need to be addressed in the submission? In other words, could we submit a proposal to work on only one or the other?”*

Answer #6: Yes, both the “Tool” and Pub Crawls need to be addressed in the submission. See also answer to Question #2.

Question #7: *“Will City of Reno staff be available to consult and/or partner during the development of the Tool? It seems that would be essential to the success of the final product.”*

Answer #7: Yes, City staff will be available to answer questions and facilitate meetings during this project.

Question #8: *“The RFP refers to “impacts” repeatedly, this seems to infer a focus on non-local (e.g. “net”) changes to the economy. Is the city interested in local impacts as well? Who is local vs. non-local?”*

Answer #8: Yes, the City is interested in local impacts as well. Local shall be defined as Washoe County and non-local will be defined as everyone else, however this definition is subject to change as development of the Tool evolves.

Question #9: *“Can you further discuss what type of measure should the Tool provide regarding marketing effectiveness (pg 18 of 22)?”*

Answer #9: It is envisioned that the “Tool” will measure marketing effectiveness by measuring marketing exposure – for example, does the event have a national ad buy, does that ad buy include guaranteed national TV coverage, etc. Also, the applicant can state that the “Tool” cannot measure this. This is a component that is not required to make the “Tool” effective.

Question #10: *“The Pub Crawl discusses ‘locals using the Economic Impact Tool...’, how is this different than how the Tool will be used for other special events?”*

Answer #10: This is not different, unless the applicant believes that progressive bar crawls are different than typical street festivals.

This **signed and dated Addendum #1** must be submitted with your bid proposal(s).

I _____ of _____
Print Name Firm Name

acknowledge receipt of Addenda #1 (two pages) for R.F.P. 030097. This addendum must be signed and returned with your documents.

Signature of Bidder

Date

Matt Taylor
Senior Management Analyst